



Module 3 Cheat Sheet - Set Up for Sales Success

Lesson 5: Set Your Launch Timeline

Key Takeaways:

- Follow a timeline to keep you on track and know what you need to do when.
- Your timeline is a living document that may need to change and evolve as you move through the launch process.

Learning Objective:

- ✓ Set up your detailed launch timeline, so that you keep on track with the necessary tasks during the launch

Create Your Timeline

- Allow at least three months from finishing your manuscript to launch day
- To develop a proper book marketing timeline:
 - Plan back from the launch date
 - Set actions for the weeks leading up to your launch
 - Fill in the timeline with key marketing and promotional tasks
- If you want to aim for best seller status on Amazon, you need to work to a tighter timeline





- People need to promote heavily, buy and entice others to buy, all in one 24-hour period
- Choose niche categories when you upload your book to improve your chances
- Make sure your launch team is enthusiastic about your objective
- Take screen shots throughout launch day to post on social media

The Launch Process

12 Weeks

- ✓ **Launch team**
 - Make a list of people you want on your launch team
 - Prepare materials
 - Contact them
 - Order advanced reader copies from KDP
- ✓ **Media kit**
 - Get a high-res photo of you
 - Create other visuals
 - Check your media kit is complete
- ✓ **Endorsements**
 - Send an advanced reader copy to industry leaders to get more endorsements
 - Add them to your manuscript
 - Finalise your book content





10 Weeks

➤ **Web presence**

- Choose and buy your domain name and hosting
- Set up a specific web page or book blog
- Create your 'Coming Soon' and 'Launching Now' landing pages
- Write your email sequence for subscribers to your new opt-in
- Complete your Author Academy Bookstore Author page

✓ **Launch team**

- Finalise your list and notify people that they're on the team
- Send them their advanced reader copy
- Set up an email list for this group and have your team opt-in
- Create a private Facebook group and sign them up to it
- Organize a start event such as a Facebook livestream to welcome them and take questions
- Start creating the content you need for promotion such as audio clips, videos, and blog posts

6-8 Weeks

- ✓ This is when you really start your promotional activities:
 - Check you're set up on the social media platforms you want to use





- Start posting about your book
- Contact journalists and influencers
- Set up interviews
- Create and post photos of you and your book and other visuals like screen shots, quotes, or infographics
- Contact colleges, universities, trade organisations, chamber of commerce, and so on to offer to speak on the topic of your book after launch day

3-4 Weeks

- ✓ Organise your book tours, both physical and virtual
 - Contact local book shops to arrange book signings
- ✓ Plan your launch party (physical and/or virtual)
 - Book the physical venue and organize catering
 - Send invitations to VIP guests
- ✓ Prepare your press release and list of journalists and media contacts to send it to



1-2 Weeks

- ✓ Go over your plan again and make sure you've covered all tasks
- ✓ Check that everything works smoothly

